



WXYZ

ORDER

Print Date 10/06/12

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Flight Dates **10/08/12-10/14/12**

Contract / Revision **314014 /** **Stabenow for Senate 2012**

Original Date / Revision Agency Com 15%

10/05/12 10/05/12 Billing Contact

Advertiser **Stabenow / Democrat / Sena**
Agency **Media Strategies & Research**
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Buying Contact **Rachael Beale**
Sales Office WXYZN
Sales Region NAT
Agency Ref

Primary Account Executive
 Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Sep 00:20:00

Estimate # **12256**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-4

Advertiser Ref

Order Share 30% Market Value 84333

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	59033
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	13	\$21,505.00	\$25,300.00	0.00	10/01/12	10/14/12	13	\$21,505.00	\$25,300.00
Totals	13	\$21,505.00	\$25,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/08/12	10/12/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-WT---	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-WT---			3		\$500.00		0.00				
N 2	WXYZ	10/09/12	10/09/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$900.00		0.00				
N 3	WXYZ	10/08/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/06/12

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Contract / Revision **314014** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **12256**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/08/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$400.00		0.00			
N 4	WXYZ	10/11/12	10/11/12	5p News 5-6pm M-F	CM	5-6pm M-F	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,200.00		0.00			
N 5	WXYZ	10/12/12	10/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	----F--	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,300.00		0.00			
N 6	WXYZ	10/10/12	10/10/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$2,000.00		0.00			
N 7	WXYZ	10/08/12	10/08/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$5,000.00		0.00			
N 8	WXYZ	10/09/12	10/09/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$5,000.00		0.00			
N 9	WXYZ	10/10/12	10/10/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesd-	--W----	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$2,500.00		0.00			
N 10	WXYZ	10/12/12	10/12/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,500.00		0.00			
N 11	WXYZ	10/14/12	10/14/12	Sunday Prime D Sunday Prime D	CM	10-11pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$3,000.00		0.00			
													Totals	13	\$25,300.00